

A·I·G·A

FIFTY
BOOKS
OF
THE
YEAR

1929

20
were
Linotype
set!

TRADE LINOTYPE MARK

AGAIN IN 1929, more than a third of the books in the "Fifty Books of the Year" exhibition of the A.I.G.A. were Linotype set.

This year there were twenty Linotyped volumes—a new high total, indicative of the increasing preference for Linotype typography among the better book designers and printers.

The designers of the twenty Linotyped "Fifty Book" selections included Carl Purington Rollins with three books; Robert S. Josephy and Kent D. Currie with two books each; George Francis Dow, Bruce Rogers, A. M. Chase, Ernst Reichl, Paul M. Hollister, Eugene V. Connett, Fred Anthoensen, Mary McRae McLucas, Helena Stalnacke, and Jessie Dunten Whittern.

The printers comprised such

well-known presses as William Edwin Rudge, E. L. Hildreth & Co., Harbor Press, Quinn & Boden, Country Life Press, Little & Ives, University of Chicago Press, Stanford University Press, Stratford Press, Inc., Southworth Press, Scribner Press, Olympic Press, and Vail-Ballou Press.

The preferred Linotype faces for this year's "Fifty Books" selections are Caslon Old Face, Scotch Roman, Granjon, Bodoni Book, Old Style No. 1, Franklin Old Style, Garamond, Old Style No. 7, and Original Old Style.

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Forthcoming Issues

✿ ✿ ✿ "The Critic and the Bookseller" will lead off in next week's issue. This is the article written for the *Publishers' Weekly* by Susan Wilbur who is, at one and the same time, Mrs. Llewelyn Jones and associate literary editor of the Chicago *Evening Post*. ✿ ✿ ✿

✿ ✿ ✿ A brief resumé of the activities of the American Booksellers' Association Convention, held in Boston at the Statler from the 13th through the 16th, will appear in the next issue. The full report with the papers read at the convention, the new officers, the elections to the Honorary Fellowship and a few points on what the well-dressed bookseller wore at the dinner-dances and the banquet will appear in the Convention Number, May 25th. ✿ ✿ ✿

✿ ✿ ✿ On Monday of next week the awards of the juries on the Pulitzer Prizes and traveling scholarships for award at Commencement, 1929, will be announced.

It's unfortunate it has to be Monday so the *Weekly* cannot carry the story until the following Saturday; but inasmuch as we refuse to be discouraged the full list of the Pulitzer Prize winners will appear in the *Publishers' Weekly* of next week. ✿ ✿ ✿

THE PUBLISHERS' WEEKLY

The American Booktrade Journal

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 11, 1929

Cornhill and the Booksellers

Dorothea Lawrance Mann

IN BOSTON the name of Cornhill has always been connected with booksellers.

Just as the booksellers clustered in Paternoster Row in London, so for close on three centuries there have been booksellers on Cornhill in Boston. Even when Cornhill changed its location, booksellers settled confidently on the new street. They felt quite sure that the people of Boston would go to Cornhill for books! In the course of time Booksellers' Row also changed its location. Once old Cornhill had been known by that name but round the middle of the nineteenth century it was commonly applied to the present Cornhill. Old Booksellers' Row became known as Newspaper Row, the name it wears to this day, revealing that at least the smell of printers' ink has lingered in the old location.

Old Cornhill was that part of Washington Street between Dock Square and School Street. Beyond School Street the thoroughfare was known as Marlborough till at West Street it changed again to Newbury. Still later it became known as Orange Street. It was much to our present convenience that the Town Fathers of Boston should have chosen to rename this important street in General Washington's honor after his visit to the city in 1789.

The section between Dover Street and Roxbury was known as Washington Street from that time, but the people of Boston seem to have been loath to give up the old names. No doubt sentiment had much to do with the fact that they transferred the

old names to new streets after the town officially abandoned the old names in 1829.

Curiously enough by being started in 1829 the Old Corner Book Store was just too late to have had a number on old Cornhill. The Old Corner Book Store Building, however, was originally No. 76 Cornhill. Cummings and Hilliard, one of

DOROTHEA LAWRANCE MANN writes here of old Cornhill, a section that is as synonymous with bookselling as Paternoster Row. She has unearthed a good deal of material about bookselling Boston in the old days which has never before been published and which will interest the booksellers from all over the country who are journeying to Boston for the A. B. A. Convention.

the predecessors of Little, Brown & Company were located for a number of years at No. 1 Cornhill.

In the meantime in 1817 Uriah Cotting had secured the purchase of land and had cut through the present Cornhill as a short cut from Tremont Street and Beacon Hill to the old Market. The street was laid out very much as it is today. It was a street forty-eight feet wide, and rows of stores were built on either side of the street. The succeeding year the New England Museum was opened in the building which still stands at the head of the street, covering the space between Cornhill and Brattle Street. The stores erected on the

new street were the first raised on granite pillars in Boston. It was planned to call the new street Cheapside after the famous London street. This name, however, did not take, and it was known as Market Street until 1829 when it was given the name of Cornhill already dear to the people of Boston.

Old Cornhill ran straight through the centre of the original town. As a matter of fact this must be surprisingly close to the business centre of the present city since Boston has changed its business centre less than most cities do. It is significant of the tastes of the town that this little section in its very heart should be occupied by booksellers. Many things point to the importance of this street in community life of the seventeenth and eighteenth centuries. The Town Pump stood in the middle of old Cornhill on a line with the North side of Court Street. If you look at this spot on Washington Street today, you will find it hard to imagine how vehicles could pass on either side of the Town Pump. In 1716 it was voted to erect a clock tower at some convenient place on Cornhill. This clock was finally placed on the Old Brick Church nearly opposite State Street, whose bell sounded the alarm for the Boston massacre in 1770. In 1795 a lady from New York who visited Boston recorded that Cornhill was the only street with brick sidewalks. Everywhere else in Boston one walked in the middle of the streets which were paved with pebbles. Pedestrians chose the middle of the street which was the smoothest unless they were pushed to one side by carts or carriages. Strangers in Boston today often remark the same tendency of the Boston pedestrian to take the centre of Washington Street whenever traffic permits it! Paul Revere's shop was at No. 50 Cornhill, a site later occupied by Belcher and Armstrong, booksellers, and still later by the bookstore of Crocker and Brewster. It is certainly a noteworthy comment on the town of Boston that so important a street should have been devoted largely to the book business.

Here on old Cornhill in 1704 was first published the first newspaper in North America which survived any considerable span of years. This was the *Boston News Letter*, published by Nicholas Boone "At the Sign of the Bible in Cornhill," and it

continued to be published for seventy-two years. And in this very same section today are published the *Boston Globe* and the *Boston Post*, while the offices of the *Transcript* are only a few steps beyond the bounds of old Cornhill.

The people of Boston were a serious lot and books were part of their lives from the beginning. Both the Winthrops possessed great libraries for which they were continually ordering books from across the ocean. The first book printed in British North America came from the press at Cambridge in 1640. There were many reasons to urge bookselling in Boston. Not only did people order books from London, but there were earnest men like Cotton Mather who wanted their works printed and sold in the town. Moreover, Benjamin Harris was probably not the only seventeenth century bookseller who had been in trouble for seditious printings in London and who had found it advisable to settle in the new world. In its day Harris' shop was a place of great resort by men and women of prominence in Boston, and this shop of his was on Cornhill "near the Town Pump by the Change."

In 1711 the great fire destroyed "all the houses on both sides of Cornhill from School Street to Dock Square, and the upper part of King Street (*our State Street*), both the north and south side of it together with the Town House (*Old State House*) and what was called the Old Meeting House above it" but it is estimated that between 1645 and 1711 there were thirty booksellers established in this small section. We know that in 1719 Boston had five printing presses which were generally kept busy. In 1713 Cotton Mather wrote in his Diary, "I must also assist the Booksellers in addressing the Assembly that their late Act Against Pedlars may not hinder their Hawkers from carrying books of Piety about the Country." Indeed as early as 1683 he had mentioned the fact that there were Hawkers who carried reading matter about the country to sell, and apparently some at least of these hawkers were sent out by the Boston booksellers. Book caravans consequently are not the innovation they might seem to be!

Very early the bookstores of Boston took on a secondary character. Boston was



*A sketch by Lester G. Hornby of the old buildings of Cornhill
From Edwin M. Bacon's "Rambles Around Old Boston"
published by Little, Brown*

dominated by the clergy who could not very well use the taverns as meeting places. They found the bookshops well suited to their purpose. Women, too, were prohibited from visiting taverns but could meet in bookstores. One bookseller at least—Benjamin Harris—possessed a license to sell "coffee, tea, and chuculetto."

The clergy undoubtedly had much to do with molding the literary tastes of Boston. One of the most popular of the eighteenth century publications was "The Church's Quarrel Espoused" published "by Nicholas Boone at the Sign of the Bible in Cornhill." Clear into the nineteenth century we find the Boston booksellers devoting

considerable space to advertising books of piety and sermons which they have published. The early display advertisements are concerned with sermons rather than with novels. Sermons were apparently the sensational literature of the age! Usher's invoices of 1682 and 1685—which are our best proof of what sort of books these early booksellers carried—show that religious books, school books, Bibles, law books, dictionaries, technical books on navigation, medicine, cookery and military tactics, history, travel, biography and romance were ordered from London. By far the greatest number of books were religious books, and the number increased from 223 to 311 in

BOOKS.

CUMMINGS & HILLIARD,
At the Boston Bookstore, No. 1 Cornhill, Boston.
and at their Store in Cambridge,
OFFER FOR SALE,
from their extensive stock, BOOKS in the various
branches of Literature and Science,
at reduced prices.

Law, Medical, Theological, Classical and Miscellaneous orders for Public, Social, or Private Libraries executed with the greatest care and promptness, and upon terms rarely offered. Any Books which the market affords, procured, if not on hand, and purchasers, who forward orders, may depend upon their being executed upon as low terms, as if present.

C. & H. are supplied with all new publications, as they are issued. They have also the best assortment of Atlases, Maps, and Stationary.

ALSO—

Blank Books, Penknives, Scissors, and Razors of the first quality.

Cummings & Hilliard's advertisement published in 1821

these years, while there were 160 romances ordered in 1682 and only six in 1685. Boston assuredly did not take to frivolous reading! Much of the difference in these two lists is probably due to the fact that the first was made up in London and based on London tastes, while the second was the result of what a bookseller discovered that the people of Boston wanted to read. They could not sell in Boston the cheap and vulgar songs and ballads which had great vogue in London. Possibly this was not wholly due to the superior virtue of the people of Boston, for even in the seventeenth century the Assembly was taking a hand in determining what should be read. There was an Act Against Pedlars and in 1662 there was a much more important act

of the Assembly which was in force for some time by which nothing could be printed in the town which was not passed by three appointed censors. Licensing continued to be considered expedient well into the eighteenth century.

Bookselling was quite a different affair in these earlier centuries from what it is to-day. Nearly all the booksellers were publishers, the school book business was in their hands, and most of them were stationers as well. In an advertisement published in 1821 by Cummings and Hilliard, predecessors of Little, Brown, we get a good idea of what a Boston bookstore carried as stock.

The Boston booksellers, like the London booksellers, received their books in boards

and bound them in their own shops. Nearly always in the inventory of a bookseller's property we find reference to the bindery tools and materials. A bookseller would send a manuscript to a firm of printers who would put on the title-page that they had printed the book for such and such a bookseller, whose shop was at such an address. In the days before the streets were well numbered many of the bookshops had special signs to distinguish them, as Nicholas Boone was "at the Sign of the Bible in Cornhill" and Harris "by the Town Pump near the Change." In the very early days it was customary to add the bookseller's home address!

In the latter part of the eighteenth century that famous little annual the "Massachusetts Register" was published by T. and J. Fleet "At the Bible and Heart in Cornhill," while in the earlier nineteenth century it was printed and published by Manning and Loring, 2 Cornhill, and John West, 75 Cornhill.

In 1814 ten out of Boston's twenty-two booksellers had their shops in Cornhill—that little street extending from School to Dock Square. The most distant shop of the twenty-two was at 3 Hanover Street. In other words, twenty-two booksellers were clustered together, the two most distant being less than a half-mile apart! In 1817 there were fifteen newspapers and periodicals published in Boston, and at this time there were something under forty thousand people living in the town.

Old Cornhill had been a book centre. New Cornhill followed suit. It has sometimes been said that the booksellers left the old street for the new, while at a much later date they moved back to Washington Street. This might have happened in the case of some individual firm, but I find nothing to prove that so far as numbers went one street drew from the other. In 1846 there were eighteen booksellers and publishers on the one short street we now know as Cornhill. Old Cornhill had ended at School Street where the Old Corner Book Store was 135 Washington Street (old numbering of the streets). In 1846 on this section of Washington Street there were twenty-six booksellers and publishers. In 1857 there were twenty-seven booksellers and publishers on Cornhill and thirty on this section of Washington Street.

In 1867 there were twenty on Cornhill and seventeen on Washington Street. In 1875 there were fifteen on Cornhill and sixteen on this section of Washington, while 1884 shows ten on each street. Each decade, however, had seen the booksellers spreading out both to nearby streets and to more distant parts of the city.

One thing is very clear from these figures. The Boston booksellers were not in the habit of paying rent for waste space! The large bookstore of the present day was not in existence among them. It seems almost incredible that so much activity could have taken place in such a restricted area. When Ticknor and Fields were among the foremost publishers in the country and their store was so favored a meeting place for prominent Bostonians that "all Boston with a little exaggeration may be said to pass through it in a day," they were occupying only the first floor of the Old Corner Book Store Building. Nor is it a large building. Yet usually several other persons or firms were occupying the upper floors. And in the room on the School Street side of the building was published the *Atlantic Monthly*. Both Mr. Ticknor and Mr. Fields had their offices in the store itself.

Cornhill was a famous nursery for booksellers and publishers. Timothy Carter had come from there to furnish the money for the founding of the Old Corner Book Store. He had learned the book business with Cummings and Hilliard, forerunners of Little, Brown and Company. He began with them as an apprentice, became a partner and practically ran the business for several years. He retired in 1827 when Mr. Cummings died and when the firm became Hilliard, Gray and Company, but in 1829 he furnished the money for the new firm of Carter and Hendee—first owners of the Old Corner Book Store. He was a silent partner but was apparently to be found in the counting room so long as the two young men conducted the business. Both members of the original firm of Lee and Shepard had their training in the bookstores of Cornhill. Mr. Lee had been employed by Samuel Drake, the antiquarian bookseller, whence he later went to Phillips and Sampson. Mr. Shepard had been trained as a bookseller by John P. Jewett, the original publisher of "Uncle

Tom's Cabin." D. Lothrop and Company was at one time located on Cornhill, and Dana Estes was also there, the firm then being Degen & Estes. Mr. Charles E. Lauriat, Sr., entered the bookstore of William Veazie on Cornhill when he was thirteen, which allows Cornhill a claim on him, though six years later he went to William H. Piper, who for many years was proprietor of the bookstore at 133 Washington Street—a site where there had been a bookstore since sometime in the eighteenth century. It is amusing to recall that Bartlett and Halliday were one of these old Cornhill firms. They separated and Halliday opened a store across from the Old South Church at 141 Washington Street. When he failed, Estes and Lauriat took the place and went into business there. Now in recent years the Bartlett store on Cornhill has been taken over by the Charles E. Lauriat Company, so that once more the two interests of the old firm are united in a single business!

Isaac Webber, Vice-President of the Charles E. Lauriat Company, entered one of these Cornhill bookstores, James Campbell's, as a boy and he can recall the street at the height of its fame in the seventies, when nearly every store housed a bookseller, a book publisher, or a book binder. James Campbell bought out William Veazie who bought out Jewett. When Mr. Lauriat left, Mr. Webber took his place! Mr. Webber can remember the days when the opening of the schools meant much business on Cornhill, since school books had to be purchased by parents instead of being provided by the city. The booksellers would have piles of books tied up and ready to be delivered, for, of course, they knew well what combinations of school books would be called for. There would be piles of fresh copies and piles of second-hand copies, for even then Cornhill dealt in second-hand books as it does today. When Mr. Webber was a boy a large dictionary represented one of the best single sales, for the book brought eight dollars, and he recalls how, if a certain bookseller lacked one in stock, he would excuse him-

self to his customer, run in next door and borrow a copy to sell. Later, to be sure, he would secure a copy to return but he, rather than his competitor, would have made the sale!

One of the changes which a hundred years shows is the growing importance of the trade name. In the early part of the nineteenth century every two or three years shows a new list of firm names. Apparently whenever a partner died or retired, his name was taken off and the new partner's name added to the firm name, so that the same store will appear under a variety of names within a comparatively short space of time. In some cases it is easy to trace this history as in the case of Cummings and Hilliard with their two stores, one on Cornhill and one in Cambridge, which became Hilliard, Gray and Company and Hilliard, Brown and Company—the store in Cambridge being advertised as "Booksellers to the University." Still later the transition to Little and Brown shows the disappearance of Mr. Hilliard from the firm. West and Richardson at 75 Cornhill became quite easily Richardson and Lord at the same site, which was known later as 133 Washington Street. Other firms are not always so easy to trace. We may deduce that one reason at least for this change of name lay in the fact that Boston was still a town, where it was comparatively simple for the inhabitants to know what changes were being made and to recognize their favorite shops, no matter how they were designated. As the city grew in size the firm name was bound to assume greater importance, though the genealogy of the Old Corner Book Store shows that it was not until the twentieth century that it formally donned a name which stuck.

For nearly three hundred years books have been sold on Cornhill in Boston. They are sold there today. One must, however, stand at just the right spot in Scollay Square and look only at the curve of the street which shows the Colesworthy and Burnham stores in order to maintain the illusion of the street as it used to be.

Bookworms in Boston

The Bystander

I. THE MORNING AFTER

SUPPOSE you had come to Boston for a convention and suppose that on the morning after the night before at the unconventional hour of ten A. M. you rose and wished to do a little perambulating not only to clear the head but chiefly to see how those in Boston do their book business. Where would you begin?

If you'd like a glimpse of the past you'd begin by taking a bee line—a taxi line, rather—to Cornhill. Get out at Scollay



Merle Colby

who has features that fit easily in a grin, wide experience in the rare book field, a talent for writing fiction and a long memory

Square, the square where the mob was most rambunctious the night of the Police Strike, and stick to an easterly direction down that brief cobbled street where in its hey-day, less than a hundred years ago, there were the offices of forty booksellers, publishers and printers. Today there is hardly a quarter that number, but those

that survive are redolent of the dusty past. Here is Coleworthy's Book Store with old prints in the window and 25 cent trays on the sidewalk to halt the bookworm; here is Burnham's Antique Book Store, Established in 1825, and the Crescent Book Shop and the Phoenix Coffee House, both operated by the same proprietor and with a musty promise that is hard to resist. Here are old curiosity shops, frequented by second-hand "scouts" and collectors, where—as happened only a fortnight ago—you might pick up a first of Max Beerbohm's "More" for fifty cents, and crossing the street, sell it at Bartlett's for \$50.

N. J. Bartlett's is known for its rare and imported editions wherever books are intelligently collected. You enter from Cornhill, between fresh-every-week windows, and like as not meet as you cross the threshold a short bright-eyed young man whose features fit easily in a grin,—Merle Colby, the active manager of the shop, which, by the way, is now controlled by Lauriat's. Colby is five years out of Harvard but in that time has salted away an uncommonly wide experience in the rare book field; on the side he writes fiction, some of which has appeared in the *Atlantic*. He has a long memory and knows where many a rare collector's item is in keeping and when it is likely to fall into a booksellers' lap. And he knows how to put a good book forward, as his alluring tables bear witness. The walls above the shelves are bright with aquatints; there is a bust of Lincoln in evidence and usually a manuscript under glass, by one of the Concord group.

The best way to escape without buying something is to cross the main floor towards the rear and go boom down a stairway that leads to the cellar, in itself a five-and-ten-cent version of Bartlett's which does business on the lower level of Brattle Street. For the fun of it, buy a small

item here, erase the price mark and see what they'll give you for it upstairs. . . . Brattle Street is remarkable as well for Small & Hansen's (graduates of Bartletts') and for the Oriental Tea Shop with its huge, steaming brass kettle over the door. Take a sample of its tea or coffee home to the family (note: not an advertisement).

Press eastward on Brattle Street till you come to Faneuil Hall, the "Cradle of Liberty," and the Boston markets. If you want to know what's good, take a short



C. E. Lauriat

who is known to the trade as "Junior," is an expert on maritime books, an enthusiastic yachtsman and a strong swimmer

turn up Union Street to Ye Olde Oyster House where you can get a rare platter of shell fruit for very little. Then, if you're still hungry, go back to the market and ask the way to Patten's or Durgin & Park's, two hearty restaurants which, since they cater to market men, have the best meats and fish that the city affords. (ditto)

If you're not hungry strike over to Washington Street where sixty years ago there were thirty bookshops doing business. Today there are three times thirty lingerie shops, but along its way there still survive three of the five largest book distributors in the city, Lauriat's and the book departments of Jordan Marsh and R. H. White. You'll come first to the Old South Meeting House and, leaving the ladies to look at the curios within, descend under Good-

speed's sign and see what excellent advantage can be made of a great cellar. This is one of Goodspeed's three shops; Mr. Valentine, a genial grey-top is in charge, and very well he does with old editions, business books and remainders. Under a former proprietor the cellar was like a dim smugglers' den—now it is remarkable for its space and cleanliness.

Lauriat's is the next port of call, and if you can do a sailor's hornpipe on entering you'll make an impression on the handsome factotem, C. E. Lauriat, known to the trade as "Junior," and to collectors as an expert on maritime books. He is an enthusiastic yachtsman himself, and a very strong swimmer. It was the latter training that saved him when he went down on the *Lusitania*. The store is like a long tunnel, handsomely lined with books and with trucks freighted with modern fiction in the corridor. Here you will find the last word in books of the sea, an imposing array of standard sets, and off to one side, a white-bearded man on a high stool—Mr. Webber, the Dean of Boston book merchants, whose greatest pleasure for sixty years has consisted in being austere to young salesmen.

Washington Street is not the most crowded thoroughfare in the world—it only seems so because of the number of women window-shopping or merely standing still. But by walking in the gutter you'll come to the Jordan Marsh Annex wherein is housed their book department, ably managed by the portly Mr. Pitman (don't tell him I said so). They do a big business in current books and have a most luxurious show room for their imported bindings, with plum-colored chairs to sleep in, sell three times as many of Little, Brown's Cook Book as any shop in the city, do well with the *Modern Library* and very well with fiction.

If you dare face the female trampers again it would be well to go on to R. H. White's, where there is plenty of evidence of new book business, an energetic circulating library, and a certain Mr. Everett, very agreeable to meet.

But if your shoes have been growing smaller and your hatband hotter, stagger into the stream of traffic and let yourself be swept along up Bromfield Street to the Old Corner Book Store—the store with

a most glamorous past and very efficient and highly prosperous present. There ask for Dick Fuller. Past high-piled tables with not a soiled jacket in the lot, past clerks who could go to their books blindfolded, upstairs and past an amazing number of pretty girls without whose charm the circulating library would cease to circulate, and so into the Czar's panelled office where you take the proffered cigar and fall into an easy chair. When you come to, a round smiling face with a tonsured head will be leaning towards you telling you in a quiet voice what is wrong with the Book Clubs, the Massachusetts Censorship, and publishers' advertising and what's right with trout-fishing, duck shooting and the Old Corner. And he knows: it's his business to. If the Czar of Russia had known as much about his business as Mr. Fuller knows about bookselling he would still be in Russia. As a czar, Dick Fuller loves to walk delicately behind the scenes prompting and directing whenever necessary; as a sportsman he loves the open. You couldn't want a better host and with him I'll leave you.

II. THE MORNING AFTER THAT

Like its predecessor this Baedeker begins with a taxi ride to an historic spot. Dismount before the Park Street Church, and, after reading some of the headstones in the Old Burial Ground to make sure you're alive, walk up the little street that leads to the State House. Ten paces and you'll be standing in front of the well-displayed windows of the Archway Book Store (DeWolfe & Fiske). If, like me, you dislike early morning conversations take my word for it that this shop has an excellent library trade, a specialty of magazines and new books, and an agreeable personnel—and pass on. Next door is the imposing entrance of Houghton Mifflin and beyond that one of the most fetching cellar-shops in the world, the "old" Goodspeed's, now under the direction of Mr. Tenney. From the below-the-street level there radiate in several directions and to several depths corridors of old books, many of which are worth their weight in silver. It is rather like a mine going down into the rock of Beacon Hill, and producing, as you can see, an excellent yield.

No one should leave Boston without seeing the State House—or at least buying a postcard of it. This Bullfinch masterpiece is more beautiful than ever, now that its



Bertha Mahony

who helped found and has since managed The Bookshop for Boys and Girls, who was one of the first booksellers to send out a book caravan, who edits "The Horn Book," a quarterly magazine and who is co-author of "Realms of Gold in Children's Books"

bricks have been cleaned (someone told me it was Ralph Adams Cram who had them painted white!). You ought to see the battle flags, the paintings and the sacred cod that hangs in the legislature. Personally, I would rather see than eat one. This building marks the spot where for the past two years interested citizens have struggled valiantly to persuade a disinterested committee that there should be a change in the statute relating to obscene literature. If, as someone—perhaps a member of the Watch and Ward—has said, it will take a hundred years to pass this petition, then we have only ninety-eight to go. Those who are so minded can shed a silent tear at this sad commentary on Massachusetts, and pass out the rear door.

Across the street is Ashburton Place. The big building is Ford Hall, where the night before the Dreiser Case the liberals made such whoopee but gagged only Mrs.

Sanger. A few doors further are the new and imposing show rooms in which the Goodspeeds—father and son—exhibit to the best possible advantage their fine collection of prints, Mss, autographs and rare editions. And a few paces more will bring you to Smith & McCance, a shop carrying any and every magazine you ought to read, doing a thriving trade in new and marked-down editions and boasting a proprietor,—the genial McCance of McCance, the Barrie of Boston, who will regale you with as many whimsical stories as you have time for.



*H. R. (Bish) Burgess
who has a preference for Press Books, English and French importations and first editions, whose shop has had a 350% increase in three years and who has been a quiet power among those striving to revise the censorship*

From this point, if you're a specialist, you had better take your own way—to the Astrological and Occult Book Center on Boylston Street, if that's what you like; or to Frank C. Brown, the city authority on sporting books; to Schoenhof's on Washington Street, who has the newest lot of French, Italian and Spanish novels (shh, it's Boston!); to G. A. Jackson, who will sit up and bark at the sight of a rare pamphlet; or to Duncan's Book Shop on Charles Street where you can see the enter-

prise of an old new York newspaper man, friend of Mencken and Lafcadio Hearn.

For the rest, there is only one thing to do; to step out across the Boston Common, famous in the past for its cows, witch-baiting and snowball fights. Never mind if the feet hurt, this is a holiday. Besides, in five minutes you'll come to the Public Garden where in May are tulip beds you'll not soon forget. And there is a statue of George Washington lacking in one respect, though what that is you'll have to guess. (Note: No reward offered for the right answer.)

Facing the Garden on Arlington Street is the Atlantic Monthly Book Shop whose manager, Helen McGlade, has made of it a place of ideas, as well as books. She does not, incidentally, specialize in Lincolniana. Facing the Garden on Boylston Street is another shop, known the country over for its intelligence and originality—The Book Shop for Boys & Girls.

It was founded in 1916 under the present manager, Bertha Mahony, as the first bookshop in the country specifically devoted to books for children. And though it was expanded to include the general trade in 1921, its major interest is still what its name signifies. The education for better reading is its chosen theme: it has published reading lists which have had to be reprinted and reprinted; it has a special exhibition room for parents and teachers to which, in the spring, school classes come to get an incentive for their summer reading; it publishes quarterly *The Horn Book*, a review and guide to children's reading, has graduated a number of expert young booksellers, and was probably the first shop to send out a book caravan. For these and other forms of admirable enterprises too numerous to mention, Miss Mahony is responsible.

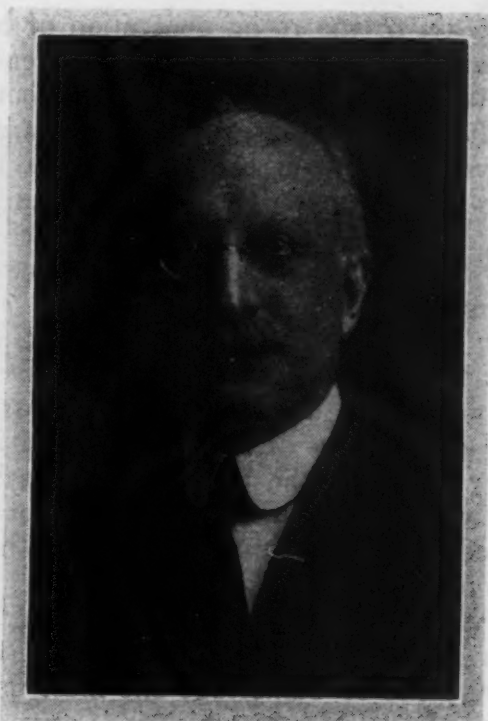
Book business has developed very rapidly in the Back Bay. One of the first to forecast this was Albert Hall who, with \$25 in one pocket and his courage in the other, set up his shop on Boylston Street years before the rush began. And in short order his judgment proved good; his business prospered and grew, assistants were engaged and, after a decent interval, he ran for and was elected to the Massachusetts House of Representatives. He has served with distinction for several terms, keeps a

bland and discerning watch over his shop and is much in demand as a public speaker.

Others, meantime, have followed his lead to the Back Bay: there is the Old Corner Branch, very much in evidence at the portals of the Statler. And at Dartmouth Street there is a small fraternity of others: the Vendome News Company with its insistence on the best sellers; the Gardenside Bookshop with its choice color-plates and English importations; and the Dartmouth Bookstall where intelligence and charm have a lot to do with the selling of books.

One of the new recruits in this district and a very welcome one is H. R. ("Bish") Burgess, whose cellar-rooms at 151 Newbury Street, are worth a visit. Since its foundation in May, 1926, his business has shown a 350 per cent increase, thanks to the skillful cultivation which he and his wife have given it. They have a preference for Press Books, English and French importations and first editions of any vintage; they occasionally sell manuscripts on commission and they have done well with their etchings and sporting prints. They do relatively little cash-and-carry, in fact, close to 70 per cent of their trade is done on the charge account. Incidentally, Burgess, in his quiet determined way, has been a power among those striving to revise the censorship.

By now it must be late afternoon and if there is still some change in your pocket, I recommend a drive to Cambridge along the Charles where the Harvard and Tech crews will be doing their stuff. The Col-



Albert H. Hall

who started his shop with \$25 and courage, who has served with distinction for several terms in the Massachusetts House of Representatives and who is much in demand as a public speaker

lege Yard and Brattle Street are sights for sore eyes in the spring and while you're there I'd have you look up Maurice Firuski, a pupil of The Brick Row's, whose Dunster House Book Shop is by all odds the most attractive and resourceful of the shops across the river.

And then, home, James; my feet are dead!

The Famous Harvard "Coop"

William E. Harris

OF ALL the traditions centering around Harvard Square in Cambridge, Massachusetts, none retains for the booktrade more interest or more importance than "The Coop." The Harvard Co-operative Society sprang into existence some forty-seven years ago, commencing primarily as a bookstore. To-day, although its activities have extended in the manner of a large department store, its

bookshop still remains perhaps its most useful service to the ever-growing communities revolving around Harvard University and the Massachusetts Institute of Technology. Certainly as far as the booktrade is concerned the Co-operative's three stores—one at each of these institutions and a third at the Harvard School of Business Administration across the Charles River—represent a most important influence towards shaping

the tastes of the rising generation of book buyers throughout the country. For remember that there are, at the present moment, nearly 55,000 living graduates of Harvard University and probably a like number from Massachusetts Tech. Remember also that last year the Co-operative is reliably said to have sold more than twenty-five thousand dollars' worth of books, apart from text-books. And finally that each year the standards of its shelves affect to a considerable degree the future taste of two great classes of freshmen, drawn from every corner of the United States; a body of two thousand or more men largely released for the first time from the domination of parental guidance.

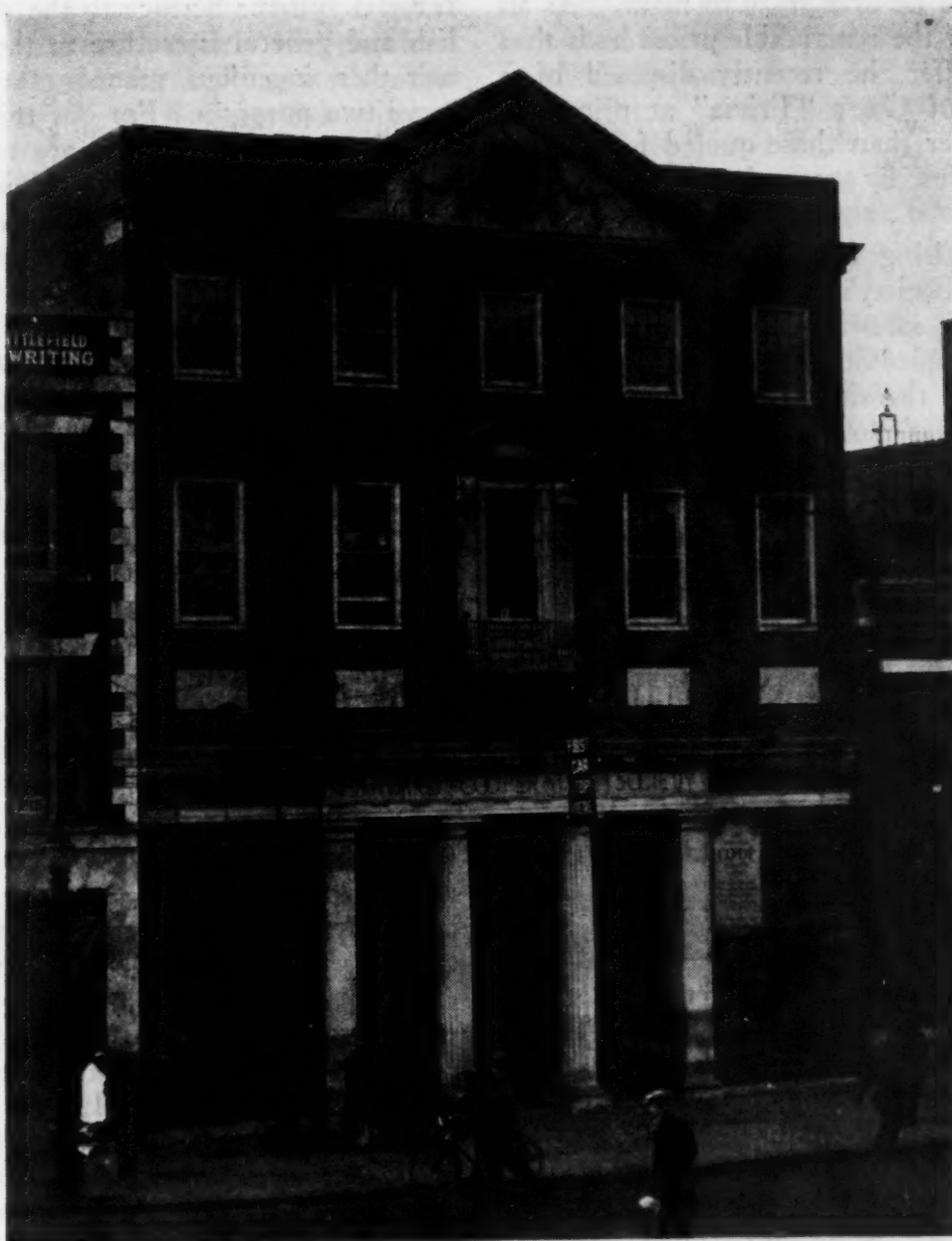
Fully to appreciate the Harvard Co-operative's unusual position in the community life of Cambridge one must understand the manner in which it is organized. Quoting from the by-laws, "the object of the Co-operative Society is to reduce the cost of living at the University and at Technology. It exists solely for that purpose and endeavors to afford special facilities for the purchase of all kinds of students' supplies. Necessary things, such as text-books, note-books, furniture, are accordingly sold at a nominal advance over cost." Annual membership in the Society is open upon payment of a dollar to all members, faculty and students alike, of Harvard University, Technology, Radcliffe College and the Episcopal Theological School. This entitles the holder to a ten percent dividend on cash purchases, an eight percent dividend on credit purchases; payable annually in October. And, as the Co-operative issues orders on a large number of affiliated dealers in Cambridge and Boston for the purchase of articles which it does not itself carry, these dividend refunds frequently amount to a considerable size. In the case of any article, such as books, selling at a fixed price, the Society never undersells the market in any other way than by its dividend policy. Of the latter, someone has remarked, "it is not so great or so immediate as to cause a prospective purchaser to walk across the street." Consequently the Co-operative continues to enjoy friendly relationships with the other bookstores in Cambridge.

As regards its tie-up with the University the Society possesses unusual freedom. Originally it was organized by a small

group of professors and others closely connected with Harvard to fill the need of a central agency for handling the problem of text-books. No one of the stores then existing was in a position to fill the many orders promptly or to carry a wide variety of stock. Unlike similar societies, however, the Harvard Co-operative has never been managed or controlled directly by the university authorities. All the stock is held in trust by a committee of ten professors, which includes at the present time Dean Donham of the Business School and a former Dean, and Professor Yeomans, of the college. Moreover, the manager, a permanent official, is responsible to a board of directors composed of graduates and business men. Thus, while handling the bulk of the text-book trade, the Co-operative operates like any privately owned bookshop. And as far as the business of the great Widener library is concerned, it only handles its fair share, competing on even terms with the other bookstores of Cambridge and Greater Boston.

Naturally the bulk of the Society's business in books is highly specialized. In this respect H. C. Moriarty, who has charge of the entire department, has worked out a very efficient management. For the better handling of text-books he sends out each year about six months ahead of time a memorandum to every member of the faculty in charge of ordering books for any course. Under various headings the professor lists the books he will require for the coming year in each course; also the books he advises for general reading and for collateral reading. Largely through his own personal relations with the professors, Mr. Moriarty has been able not only to distinguish between the books ordered for a single year and those remaining standard season after season, but also to reduce to a minimum the number of cancelled orders. The latter task especially requires tact, because professors, even with the best intentions in the world, have an instinctive liking for changing their minds at the last moment, due to the necessity of always keeping up with the most up-to-date texts in their fields.

One of the most surprisingly important specialties of the Harvard Co-operative is its rare book department. Mr. Moriarty has a remarkable memory regarding books; he also possesses the faculty of uncovering



The famous "Coop" in Harvard Square, Cambridge

bargains, real bargains, at prices within the reach of students living on allowances. What is more he has succeeded in gaining the enthusiastic confidence of the undergraduates, until to-day the Co-operative probably has on its books several hundred student accounts of this type alone. Many of the boys continue to seek Mr. Moriarty's advice long after they have graduated, because they realize, in the words of a member of the Widener library staff, that they can count upon his refusal of their orders, if he deems them ill-advised. Always in the autumn the Co-operative specializes in a sale of fine bindings and standard sets both English and American. This generally comes right after the first

rush of the new academic year is over. But throughout the winter English color books and etchings and color prints, as well as foreign books of travel and general culture figure largely upon its shelves. To-day, Mr. Moriarty handles on order most of the private press books including Nonesuch and Random House. These sales have grown to be so important a part of the book-shop's total that they now justify an annual trip abroad in the early spring. But herein lies one of the secrets of Mr. Moriarty's success with his student purchasers of rare books. His wide knowledge of the markets enables him to pick up many remainders. Yet he never charges his young customers arbitrary prices. A nominal

profit is all he ever seeks to make. As an example of the remarkable prices he is thus able to offer, he recently disposed of a shipment of Gay's "Trivia" at prices actually lower than those quoted for second-hand copies by several of the Boston dealers.

A surprising characteristic of the Co-operative Society's bookshop is the smallness of its sales-room. Originally "The Coop" occupied only a portion of old Dane Hall, now the site of the Bursar's office. Later, it was moved across the street into a building of its own. Yet even here the book department drew only the two sides of one long corridor. Now in the fine new building erected about four years ago, the bookshop spreads itself in a small square room at the back of the main arcade. As one enters one's attention is first attracted by the show window. For the bookstore usually decorates one of the large windows surrounding the circular entrance parquet. From this one passes through the main store, either by way of the men's wear or stationery departments. At the rear a narrow arch leads to the book-room; on either side are preliminary counters covered with a wide selection from the current fiction. In the middle of the arch, a sort of low-ceilinged corridor, stands a long narrow shelf of modern travel books and volumes of a more serious nature. A door to the left leads upstairs to the executive departments, while on the right is the rare book room, a cosy, well-lighted cubicle. Here Mr. Moriarty, a tall, quiet, kindly man sits at a desk. Students may drop in to browse between classes, but the possibility of a talk or an appointment remains always at hand merely for the asking. Beyond the rare book room is a row of low shelves extending for about three-quarters of the way around the main show-room. These are of dark wood neatly lettered at intervals on a level with the eye. "Harvard University Press Publications," "Books by Members of the Harvard Faculty," "Miscellaneous Modern Books," "Poetry," "Belles-Lettres" and so on. The tops of these shelves afford an excellent place for displaying posters and special cut-out announcements of the publishers.

At the further end of the room, in the wall shelves, are collected the books required under the various exigencies of the

tutorial system; Science to the right, English and general literature to the left. In a rather ingenious manner these shelves serve two purposes. For one thing a wide selection of pocket classics are brought together under one heading. You will find incidentally not only the more usual American editions, such as the *Modern Library* and the *Riverside College Classics*, but also *Everyman's Library*, *Bohn's*, *The New Adelphi*, *Worlds' Classics* (Oxford), *English Men of Letters* (Macmillan), and *Standard Authors* (Oxford). On the other hand these little volumes are so arranged as to fit the needs of the students and the general public alike. Thus the former may turn at once to his special field, while the latter finds his memory of the relationships of the various great writers of all ages revived. And if he is in the process of building up a library of his own, this plan helps him to make his purchases to better advantage.

Directly across the room from the tutorial shelves in a sort of alcove are the text-book stacks, built clear to the ceiling as in any library, but fenced in by a broad counter. This arrangement affords an efficient means of handling the rush which occurs twice a year at the beginning of each new term, and also at the commencement of the summer school session. On the other hand between times not only are the stacks out of the way, but also the counter may be used for the special display of mark downs or remainders from professorial libraries. In the main store the Co-operative frequently undertakes the sale of just such bargains, charging for its services a fixed amount, say ten percent, per volume, with a maximum period of display, depending upon the value and salability of the books. Usually such sales are advertised, at least from the counter, as "special bargains from the library of Professor So-and-So." The Society's own second-hand book counter is located in the warehouse across Palmer Street from the rear of the main building and easily reached by a door leading directly from the bookshop. Between the text-book stacks and the tutorial shelves there stand several tables, heavily laden with all the more important of the modern non-fiction books. Here also are exhibited some of the less expensive imported volumes.

A large portion of the Co-operative's sales come naturally over the telephone. Orders for books not kept in stock either at the Technology or Business School stores are forwarded by the clerks at those branches. Professors call up for books not readily obtainable; other members of their families together with many of the students telephone in for contemporary books of fiction. The Society has an efficient system for dealing with such requests. According to the by-laws accounts "are kept with students who file bonds with the Society for not less than \$200., or who keep a constant deposit of \$50. on file with the Society." Moreover, orders for books in stock are delivered usually the same day as received, while in all other cases the order is forwarded to the publisher who makes delivery direct by mail. And the dividend on all charge accounts is credited if payment is received on or before the twenty-fifth of the month.

Telephone sales notwithstanding, a tremendous amount of business is transacted in the little room at the rear of the store. Not a little credit is due Mr. Moriarty for the way in which he maintains a remarkable esprit de corps in a sales force, made up largely of students, which changes from year to year. Yet after all that is only a single dramatic illustration of the efficiency constantly sustained in this, one of the busiest university bookshops in America. That the Harvard Co-operative Society continues to function in this manner seems mostly to be due to the quiet, but indefatigable energy of one man. For nearly a quarter of a century Mr. Moriarty has demonstrated indubitably that the quickest and most efficient method of selling books is to sell personal service first. But then, too, he has rendered his own personality indispensable to the faculty and student body of Harvard and Technology, as well as "The Coop."

College Bookstore Association Convention Program

May 13-17, Hotel Statler, Boston

President, Alfred Hartog

MONDAY, MAY 13

Morning—Officers' reports and business session.

Afternoon—Registration and joint meeting with A. B. A.

Evening—C. B. A. informal "get-together" dinner.

TUESDAY, MAY 14

Morning—Proposed amendments to the constitution; proposed changes in the make-up of the Bulletin Report of Western Convention.

Afternoon—Joint meeting with A. B. A.

WEDNESDAY, MAY 15

Morning—Informal talks by representatives of stationery and allied lines; "What Do Faculty Members Expect of a College Bookshop?", by a Faculty Member.

Afternoon—Reports of all committees; discussion of definite workable plans for activities throughout the year; display of books and samples.

THURSDAY, MAY 16

Morning—Reports of committees appointed at the convention; election of officers.

Afternoon—Free for recreation and preparation for A. B. A. banquet in evening.

FRIDAY, MAY 17

Morning—General discussion of results of the convention.

Afternoon—Executive session.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

May 11, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Ten Years Ago and Now

OFTEN, at the Boston convention, it will be in the minds of the booksellers that just ten years ago they met in Boston at what proved to be one of the Association's most important conventions. It is interesting, with the current problems in mind, to look over the events of that gathering and see what subjects were then discussed. The *Publishers' Weekly* selected as the point of greatest significance the evidence of booktrade solidarity, stating that "Everyone present considered this the most notable convention in nineteen years of activity. This was due, in part, to the very favorable atmosphere in which the sessions took place and in part to the fact that the convention demonstrated the solid front that those interested in books and bookselling presented to the problems and opportunities ahead."

Joseph Wharton Lippincott, now president of the National Association of Book Publishers, was among the speakers and discussed "Direct Selling by Publishers," and Herbert S. Baker, president of Baker & Taylor Company, made an address on "The Relations of the Jobber to Publishers and Retailers"; Major George Haven Putnam talked on "The Larger Opportunities of the Booktrade" and B. W. Huebsch and Albert Hall on "Schools of Bookselling." The trade had just come through

the trials of the war period, the depreciation of currency, and was anxious to undertake any measures which might turn the increased public interest in books to bookstore sales.

One of the resolutions provided that the president of the A. B. A. should appoint a committee to start a "campaign for children's reading." This was the result of an address by Franklin K. Mathiews, and it was the success of this effort that led to the enlargement of this kind to work into the Year Round Bookselling Campaign of the Philadelphia convention. The subject of promotion will be again actively before the members, and the Western Division, meeting last month, sent on for discussion a resolution asking that a new study be made of the possibilities of launching by booksellers and publishers of a cooperative national display advertising campaign to increase the use and interest in books, to supplement the general promotion campaign which has been going forward so successfully for the past ten years.

It is also significant that just ten years ago the San Francisco and Bay Counties Booksellers' Association sent its president, Luther H. Cary, to Boston to present the very urgent problems of the booksellers on the Coast. Mr. Cary did this with great effect and made his appearance one of the outstanding features of the convention. A resolution approving the trade analysis of the San Francisco booksellers was passed.

Still another resolution of 1919 supported the idea of further booktrade education, another subject which is still urgently before booksellers and which was strongly emphasized at the San Francisco gathering. Another resolution called on the officers "to investigate the possibility of an enlarged organization which would bring together booksellers, publishers and jobbers into one body. As a natural outgrowth of the sense of common cause that pervaded this meeting, it has been the expressed hope of many that perhaps simultaneous conventions of publishers and booksellers could be arranged, with joint sessions on common problems."

The Boston gathering of ten years ago was presided over by Charles E. Butler, one of the most honored members of the American booktrade, who had given so greatly of his strength and time to forward

the common interests of bookselling. It is interesting and fitting that on the occasion of the second gathering in Boston, Arthur Brentano, Jr., of the same firm should be in the president's chair.

Old Cornhill

THOSE who visit Boston for the first time when the booksellers hold their annual convention there next week will find Cornhill, the old bookselling center of Boston, has undergone quite a few changes, as well as being moved, since Shubael Bell wrote in 1817 to a native of the town who was living in Smyrna: "New Cornhill is an avenue opened the last year, and extends from that part of Cornhill fronting Faneuil Hall to Tremont Street. It furnishes a charming promenade for our ladies and those loungers who have but little to do but gaze. It is built on the segment of a circle; the stores are remarkable for convenience and elegance. The first stories are of a beautiful granite found in the vicinity and the upper ones are of fine-faced brick."

Dorothea Lawrance Mann in her article in this issue traces the growth of Boston's bookselling center and gives a fine picture of past days for those who will find a modern and busy Boston with few "loungers who have but little to do but gaze."

How Much Time for Buying?

SUPPOSE a small shop does a \$50,000 book business a year, selling approximately 20,000 books. Half of these we may guess to be standard stock or re-orders, the other half the season's books of one type or another. How much time shall the buyer spend in judging the 2,000 titles that make up these 10,000 new books as they are presented by the travelers for selection. All the time that is needed, of course, but—there must be a limit of time, as the buyer has other things to attend to: store-keeping, selling and publicity.

A buyer said to us the other day, the traveler expects us to spend the same amount of time going through his line at the hotel as if we were buying for a \$500,000 business. Is that the case? Does the traveler know his line so intimately that he cannot bear to refrain from describing every item even though it would be foolish

to expect the small store to buy more than one new title in four? Do the sales conferences when the new lines are discussed make any allowances for the technique of presenting a line to a small store? If not, is it not decidedly worth considering?

If a buyer gives an hour and a half to study each line and there are sixty lines, here is the equivalent of thirty mornings about three or four times a year. This the bookseller argued is more than my business can stand, and "I believe the strain would be relieved if the traveler would recognize the real situation in the smaller shops and present from his line careful selections and condensed descriptions."

Booksellers want the help that travelers bring them, but they want to feel that they can control their time with a view to the whole need of their stores.

The New Tariff Bill

CHILDREN'S books which have been at 25 per cent are placed at 15 per cent, as on other books, in the new Smoot-Hawley Tariff Bill, and so far as can be ascertained at this writing this is the only change for books.

The text of the measure was kept a secret by the Republican leaders until it was introduced into the House on Tuesday. It was considered by the Ways and Means Committee on Thursday, and the debate then opened.

The publishers and booksellers had appeared at the hearings in March asking for a continuance of the present rates, as the trade had become adjusted to these conditions and the record of imports and exports shows a balanced increase in both.

The new sections on administration make the appraiser's decisions final on valuation with appeal only to the Secretary of the Treasury. The text reads that the value of imported merchandise for customs shall be the foreign value (wholesale sale price at origin) or export value whichever is higher, and, if these cannot be determined, then the United States wholesale value or, if not that, then the cost of production here.

Full report of the A. B. A. Convention in the May 25th issue.

Dodsworth's Name Leads All the Rest

"DODSWORTH" has taken the lead on the Best Seller List for April as compiled by *Books of the Month*. In second place is "Dark Hester" by Anne Douglas Sedgwick. "This Strange Adventure" advanced from sixth place in March to fourth, last month. There are three titles new to the first ten on the list. The first of these is "Storm House" by Kathleen Norris, which made fifth place in its first month of publication. The newest newcomer is "Dark Star," a first novel by Lorna Moon. It is achieving widespread popularity, reaching seventh place in its first month of publication, a remarkable record for a first novel by an unknown author. Tenth on the list is a book that is not new but whose sales have been growing month by month. This is "The Well of Loneliness" by Radclyffe Hall.

Other new novels that showed good sales in April were "Duskin" by Grace Livingston Hill, "The Buffer" by Alice Hegan Rice, "Sand" by Will James, "Rhinstones" by Margaret Widdemer and also the collection of Ring Lardner's short stories, "Round-Up."

Although many booksellers are now listing "The Cradle of the Deep" as fiction, the majority are still classing it as non-fiction, so that it was kept on the non-fiction Best Seller List, which it heads for April, having exchanged places with "The Art of Thinking." Their nearest rival was "Henry the Eighth" by Francis Hackett, the very interesting biography that was the choice of the Book-of-the-Month-Club for April. "You Can't Print That" has gone up one place on the best-selling ladder. The only new non-fiction title besides "Henry the Eighth" was "Lion," Martin Johnson's account of his experiences photographing lions in Africa.

There were three new books whose sales brought them just within reach of the first ten. These were "The Cross Word Puzzle Book: Twelfth Series," "Mid-Channel" by Ludwig Lewisohn and "Swords and Roses"

by Joseph Hergesheimer. There were also a number of other new books with very promising sales, "Further Poems of Emily Dickinson," "Sex in Civilization" edited by Calverton and Schmalhausen, "The Last Home of Mystery" by E. A. Powell.

FICTION

- Lewis. "Dodsworth." *Harcourt, Brace.* \$2.50.
 Sedgwick. "Dark Hester." *Houghton Mifflin.* \$2.50.
 Van Dine. "The Bishop Murder Case." *Scribner.* \$2.
 Rinehart. "This Strange Adventure." *Doubleday, Doran.* \$2.50.
 Norris. "Storm House." *Doubleday, Doran.* \$2.
 Heyward. "Mamba's Daughters." *Doubleday, Doran.* \$2.50.
 Moon. "Dark Star." *Bobbs-Merrill.* \$2.50.
 Rölvaag. "Peder Victorious." *Harper.* \$2.50.
 Freeman. "Joseph and His Brethren." *Holt.* \$2.50.
 Hall. "The Well of Loneliness." *Covici, Friede.* \$5.

NON-FICTION

- Lowell. "The Cradle of the Deep." *Simon & Schuster.* \$3.
 Dimnet. "The Art of Thinking." *Simon & Schuster.* \$2.50.
 Hackett. "Henry the Eighth." *Liveright.* \$3.
 Strachey. "Elizabeth and Essex." *Harcourt, Brace.* \$3.75.
 Ripley. "Believe It Or Not." *Simon & Schuster.* \$2.50.
 Seabrook. "The Magic Island." *Harcourt, Brace.* \$3.50.
 Seldes. "You Can't Print That!" *Payson & Clarke.* \$4.
 Benét. "John Brown's Body." *Doubleday, Doran.* \$2.50.
 Johnson. "Lion." *Putnam.* \$5.
 Dorsey. "Hows and Whys of Human Behavior." *Harper.* \$3.50.

Bookselling Courses at Columbia

IF Columbia University's stone steps and terraces are somewhat crowded on those few days before July 8th by hurrying figures whose pockets bulge not only with the university's catalogs but with publishers' catalogs and the booktrade's various publications, the tennis players and the campus conversationalists need not be alarmed. It will not be an invasion of agents seeking subscriptions to another book club, but booksellers and soon-to-be-booksellers arriving from the many corners of the United States to register before the 8th for the courses in bookselling at the university.

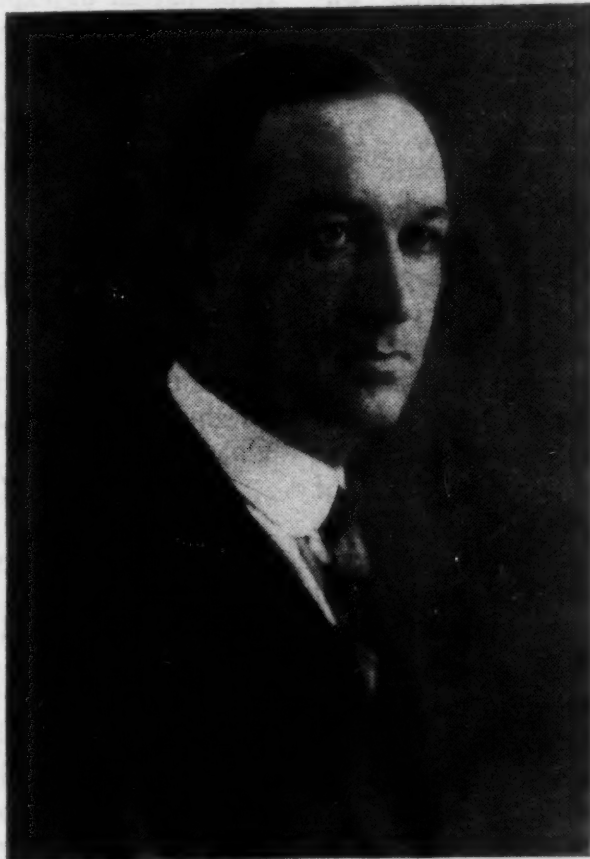
This is the third year that these courses have been given at Columbia. They were inaugurated in 1927, when they were known as "Courses in Library Service." The lectures were given by Sarah B. Ball, of Ball & Wilde's Bookstore, New York, and Frederic G. Melcher, editor of *The Publishers' Weekly*. Last year the courses were repeated and were again given by Miss Ball and Mr. Melcher. This year, while Miss Ball remains as lecturer, Mr. Melcher is succeeded by Edwin Valentine Mitchell. Mr. Mitchell is admirably qualified for the post. He is a bookseller of Hartford, a publisher, and was editor and publisher of the charming *Book Notes*, whose literary interests combined the modern and antiquarian most successfully.

The classes are open to anyone who feels he may profit from following the courses, but the registration is limited to

forty. Since there are two courses, preference will be given to applicants desiring to take both courses. Classes begin July 8th and continue through the 26th and registration must be effected in person and should be completed on July 2, 3, 5

or 6 before classes begin. Application for permission to register should be made as long in advance as possible to the Director of the School of Library Service.

The three weeks will be devoted to intensive work. Lectures will be given each morning from 8:30 to 11:30 and will be followed by afternoon visits of observation to establishments representing various aspects of the booktrade, from printing houses through publishing and wholesale houses, to bookshops of various kinds. There will also be regular assignments of out-



Edwin Valentine Mitchell

side research with reports by students.

Miss Ball's course will be in Selecting and Buying Books for a Bookshop. She will give a survey of publishers' lines with suggestions for applying the information.

Mr. Mitchell's course will be on Practical Aspects of Bookselling. His lectures will cover the problems of locating and equipping a shop, ordering and arranging stock, display and advertising, bookkeeping and sales records, etc.

The tuition fee for each course is \$15.00. In addition there is a university fee of \$7.00. From July 8th through July 16th only half credit is granted and an extra fee of \$6.00 is charged for late registration.

In and Out of the Corner Office

A COUPLE of hundred persons came into the book department of the Emporium of San Francisco a few weeks ago when an advertisement, designed by David Newberry, the assistant manager, announced that the store "had bought from a Baltimore bookseller a shipment of several hundred old time paper-back thrillers." Familiar old titles and authors were mentioned, and men and women both came in to look for their old friends. They were carried off by ones, twos and dozens. The total sales at a dime a volume could not have been great, but the sales had news value and many people were reminded of the shop and its big stock by this ingenious advertising. ❀ ❀ ❀

Dr. Mabel Ulrich has returned from a trip to Mexico City, having been caught there for a while by the outbreak of the revolution. She brought back some Mexican art which she says is in a period of great creative impulse. Writers in Mexico are not as fortunate in finding a market as the artists. Book demand is so small that an edition of 500 copies is all that an author can expect, and he must pay the expense of the printing.

Dr. Ulrich's new location in St. Paul is at 374 St. Peters Street, ideal for her type of store, diagonally across from the St. Paul hotel and just across from one of the biggest theaters. The shop is of good size and has a small gallery in the rear for art objects. Mrs. Reeves, the manager, has been having a removal sale of all old stock, and Sally Gallishaw has been acting as special assistant. ❀ ❀ ❀

A writer who had been studying into the status of American book distribution gave in his report the opinion that retail bookselling was "loosely organized and of indifferent morale." The typist changed this by but one letter and the result was that the trade stood accused of being "loosely organized and of indifferent morals." ❀ ❀ ❀

John A. Bell, who has been on the selling staff of A. A. Knopf, Inc., for the past three years, has resigned. Mr. Bell covered New York and the Metropolitan District.

Herbert Askwith, formerly promotion manager of *The Bookman* and of *The Independent*, and Editor of *The World Review*, has become associated with Horace Liveright, Inc., book publishers, as Vice President in charge of Advertising and Publicity. Mr. Askwith has an unusual combination of experience in editorial, advertising, and publicity work, including even the newest form of promotion, radio publicity. ❀ ❀ ❀

The Walden Book Shop, whose original store at Plymouth court was followed a few years ago by the busy store in the Wrigley building, has again branched as population and high buildings go north, and in May will occupy a store in the immense building which the Palmolive interests have erected at the junction of Michigan Avenue and Lake Shore Drive, Chicago. ❀ ❀ ❀

Rockwell Kent is sailing in June for Greenland in a 30 ft. boat, starting from Nova Scotia. He will have as companion, the son of Arthur Young. ❀ ❀ ❀

Clarence B. Boutell has become a partner and joint owner with his father, Roger Boutell, of the Tecolote Book Shop, Santa Barbara, California. ❀ ❀ ❀

Alfred Hartog has become manager of Brentano's Chicago store, now in the new Pittsfield Building, Wabash Avenue at Washington Street. Mr. Hartog is well known to the booktrade. For many years he was manager of the Columbia University Bookstore, New York City. He is a member of the Board of Trade of the American Booksellers' Association. Mr. Hartog succeeds Sidney Avery who has resigned.

James H. Lott, manager of the New York University Press Bookstore is on a six months' tour of the world. He will return the latter part of August. Dorothy M. Borges, assistant manager, is in charge during Mr. Lott's absence. ❀ ❀ ❀

The Holland-America Line is again having libraries on five of their steamers this summer. The books are supplied by the Liveright Bookshop of New York and the libraries are selected by Miss Liveright.

Brentano Again Expands

WHEN the new Brentano store in Pittsburgh opens its doors on September 1st, it will make the eighth store under this famous name and mark another step in a program of expansion that may have a great deal of significance for American bookselling. The store will be in the new wing of the William Penn Hotel, in large corner space 55 x 60, with a usable basement and frontage on both Grant and Sixth Avenues. As with the other shops, there will be the general book supply and stationery and rental library.

Within a short three years Brentano's have become settled in their beautifully planned building on Forty-Seventh Street, have moved their Washington store into a newer building, have taken the old McClurg shop from under the elevated railroad on Wabash Avenue to fine new quarters, have added two new shops to their New York business, and with all this have continued the famous old location on the corner of Fifth Avenue and Twenty-Seventh Street. The name of Brentano has been so long connected with complete book service that it is possible in extending the service to find old customers in each new location. The branch stores also make it more possible for the firm to do its general publicity in national mediums and literary supplements, advertising which stresses the firm's preparedness to handle every book that is known, to send *bon voyage* baskets to any boat and to send *bon santé* boxes to any sick bed.

No other plans are now immediately announced, but each store is accumulating experience which may be used in other extensions of the business.

108 Volumes in World War History Finished

ONE hundred and eight volumes of the History of the World War, being prepared under the Carnegie Endowment for International Peace have been completed, according to the report last week of the director of the division of economics and history, Dr. James T. Shotwell. Thirteen volumes containing 56 monographs were added during 1928 while the 108 volumes now completed contain 199 monographs. Twenty-three volumes are now on the

press, embracing 33 monographs, while 35 monographs are in preparation and will be completed this year. The series as planned will embrace separate sub-series containing the histories of each of the individual countries with reference to the World War. Of these several are already completed, including Belgium in 7 volumes, Greece in 7 monographs, The Netherlands in 9, Sweden in 8, and Norway, Denmark, Iceland, Turkey and Yugoslavia in 1 volume each.

In some of the larger series several volumes are yet to be completed. These include 2 more expected volumes in the British series, 3 in the French, 2 in the Italian and 1 in the Russian. Completion of translation in the latter series will probably delay 2 other volumes. The series of the 2 principal central powers, Dr. Shotwell reports, have caused the greatest delay.

Last Warning!

Isaac Ottenheimer writes:

Dear Sirs:

Again I am sending the same old warning—**DON'T FORGET TO GET YOUR RAILROAD CERTIFICATES!**

Those attending the Booksellers' Convention, week of May 13th, at the Statler Hotel, Boston, Mass., who forget their certificates might make it a handicap for others coming from a distance. Every year there are the same old excuses from many of the delegates: "I forgot to get my certificate," "I did not think of it" or "I did not have time." The worst offenders last year were the publishers who attended the Convention. You are entitled to a Railroad Certificate when the one way fare is 76c or over.

I shall not be able to take charge of the transportation this year, as I shall be compelled to wait until later in the week to attend the Convention, but whoever does have charge this year will need your earnest support to put the half rate return ticket over. Those who will not attend the Convention until after Wednesday, should be sure to buy tickets in advance and mail the Railroad Certificates to the President or Secretary, as it is necessary to have the certificates by Wednesday, May 15th.

I hope you will give this important factor of the Convention your prompt attention.

In the Bookmarket

WITH the publication this week of "Strange and Mysterious Crimes"

MacFadden enters the general publishing field. He has published a number of popular health books in the past, but they have all been sold through the McFadden publications. The new book will be sold not by mail but through the bookstores. Also advertising will be carried in magazine and newspaper book-reviewing sections. "Strange and Mysterious Crimes" will be followed by other general trade books. ❀ ❀ ❀

Maurice Bedel, the author of "Jerome, or The Latitude of Love" (which won the Prix Goncourt, highest of French literary awards), is having a new book this week, "Moli-

noff, or The Count in the Kitchen," published by the *Viking Press*. Like "Jerome" it is translated by Lawrence S. Morris. Its manufacture is very interesting. It is printed on paper of an unmistakable blue-green tint and bound in cloth of a deeper green. Is the tinted paper to become a vogue? The success of "Molinoff," and of Hervey Allen's "Sarah Simon," published by *Doubleday, Doran* on a similarly colored stock, would justify such a fashion. ❀ ❀ ❀

Brentano's, who published "He Who Gets Slapped" and "From Morn to Midnight," ten years ago when the Theatre Guild was in its infancy, has again become the official publisher for the Guild. The first play to be published under the new arrangement will be "The Camel Through the Needle's Eye" which is now playing at the Guild Theatre. *Brentano's*



John Cowper Powys, whose 2-volume novel, "Wolf Solent," will be published by Simon & Schuster next week

already publishes Shaw in this country, and his plays constitute nearly 30 per cent of the Guild's repertoire. As official publisher the firm will publish all future productions except those already under contract with other publishers. ❀ ❀ ❀

On May 2nd Commander Ellsberg gave a dinner to the men who took part in the raising of the Submarine S-51. About a dozen of the divers who participated in the episode were present as well as Lieutenant Hartley, who was in command of the salvage ship, and Admiral Plunkett, who was commandant of the district at the time. Newspaper correspondents who handled the story for the press were also present, as well as representatives from

the Literary Guild and *Dodd, Mead and Company*, publishers of Commander Ellsberg's book, "On the Bottom." The program was broadcast over twelve stations of the Columbia network. On May 3rd *Dodd, Mead* gave a small tea for Commander and Mrs. Ellsberg at the Ambassador, to which critics were invited. ❀ ❀ ❀

Grace Hazard Conkling, Professor at Smith College, whose new book, "Witch and Other Poems," is being brought out by *Alfred A. Knopf* on October 11th, will be the director of the new Surry School of Creative Writing at Surry, Me., this summer. The school will be conducted in connection with the Surry Playhouse, under the direction of Leighton Rollins. ❀ ❀ ❀

The publication date of "Sleeveless Errand" which *Morrow* is to publish in June is the 6th not the 16th as last week's issue reported. ❀ ❀ ❀

The Big Stick

An A. B. A. Page

Ellis Meyers, *Executive Secretary*
35 East 20th Street

IN some strange way the centralizing of a certain amount of power in the hands of the book clubs has led some of the trade to forget the fact that the retail bookseller, considered as a trade unit, is far stronger and of more value to the publisher in every way. The publisher, having overlooked the obvious to the extent of building a single formidable competitor (not only of the bookseller, but of the publisher as well) who stands, club in hand, aggressively demanding a percentage of profit that is twice the size of that allowed the more important—to him—outlet, today finds himself wondering what he ought to do about it. And well he may.

That the book club is a competitor of the bookstore—to the extent of taking away business that formerly was the bookseller's—is no longer to be doubted. The smaller retailer, who is able to keep track of his comparatively fewer customers better than the larger store, will give the publisher that information at any time. Even the larger stores have received sufficient indication to be able to affirm this statement.

In addition there is the matter of the advertising media constantly used by the clubs. Apparently such specialized magazines as the *Times Book Review*, *Books*, *Harpers*, and the *Atlantic Monthly* have returned a large number of subscribers to the clubs, for it is quite certain that they would not continue to spend money on unproductive advertising. These, and many more, are considered "book mediums," in other words, it is a fact that they reach a large book-buying public. If their readers were book buyers (and bookstore customers) before the advent of the clubs some bookstore sales must have been lost. The argument that the selection of a book gives more business to the stores is probably unsound. It has been my opinion for three years (and more persons seem to be in agreement today than ever before) that se-

lection has undoubtedly *diverted* sales to books chosen, but that other titles have suffered as a consequence.

The basis of the competition is such that the bookseller cannot meet it. Premiums, postage paid, and return privileges—not to mention the item of cut prices—are all possible only through a discount far in excess of any bookseller's *demand*.

The problem is no simple one. All are aware of the author, who in many instances has forced the publisher to make a sale to the clubs. The former has undoubtedly not bothered to think about the fact that he may have other books, not so favored, which will depend solely on the booksellers' co-operation. All are aware of the possibility of the book club becoming a publisher—although no one will guarantee that the clubs will not do their own publishing when they get ready to do so.

It is nevertheless true that the publishers have more than one or two books a month—that they can only sell a "line" through retail outlets that are established to display all of the books; that those retail outlets have invested in and supported the publishers' wares for many years, and that they must be put in a position that will enable them to continue doing so *with safety*.

The trade has adopted a code of ethics to which booksellers, for the most part, adhere. There are as well certain unwritten, but nevertheless hard and fast, rules in all businesses. It is necessary in order for both publishers and booksellers to succeed to have each aware of the problems of the other and to have each prepared to protect the interests of the other. The welfare of the publishers depends on that of the booksellers. It ought not to be necessary to "fight out this problem." Constant bickering is not good for any business. But the really strong element in this trade is the bookseller. He, too, has a club—unity of opinion.

Book Publishing in the United States to 1901

Downing Palmer O'Harra

CHAPTER IV—PART I

Subscription Books and Their Publishers

THE sale of books has not been restricted entirely to bookstores. In Colonial times and even much later, peddlers carried books from house to house offering them for sale. The book peddlers were gradually replaced with subscription agents, owing to requirements for license fees. The subscription agents carried samples and took orders from individuals for books which would be delivered later.

Very little is known concerning the early book peddlers in this country. The earliest reference to them appeared in the Diary of Cotton Mather, 1683:

"There is an old Hawker, who will fill this country with devout and useful Books, if I will direct him."

Again in 1685:

"I am informed, that the Minds and Manners of many people about the country are much corrupted by foolish Songs and Ballads, which the Hawkers and Peddlers carry into all parts of the country."

Later in this same year according to Province Laws, 1720, published November 14, 1713, a law was passed restricting the peddlers. In Mather's Diary v. 2, p. 283 he said concerning this law:

"I must also assist the Booksellers in addressing the Assembly, that their late Act against Peddlers, may not hinder their Hawkers from carrying Books of Piety about the Countrey."

The only early reference to an individual book agent that has been discovered

so far as I could find is an item in the *Boston News-Letter* of April 9-16, 1705. It read as follows:

"On Thursday last Dyed at Boston, James Gray, That used to go up and down the country Selling of Books, who left some considerable Estate behind him. . . ."

This would seem to indicate that book peddling was profitable in that early day.

About 1820 the English booktrade dealers sent hawkers to America, who canvassed the entire country selling between 700,000 and 800,000 Bibles to subscribers. The works first sold by book agents were usually Bibles, religious tracts, Fox's "Book of Martyrs" and Bunyan's "Pilgrim's Progress." These traveling agents filled a definite need for the small and scattered population unable to support bookstores. The book agent was frequently the first agency of education to come to a remote and scattered population. The subscription method or peddling was necessary, if the people were to read books, for bookstores were often hundreds of miles distant. The early book agent, therefore, should be considered in the same way as the minister and teacher. He was the pioneer of literature and science. It was the later extension of the agency system that brought both book agents and subscription books into disfavor.

Many noted American men acted as book agents during their young manhood. George Washington canvassed for "The London of Stoke-on-Trent Square, American Savage; How He May Be Tamed by the Weapons of Civilization." He sold 200 copies in and around Alexandria, Virginia. Jay Gould sold books as did also

Mark Twain, H. W. Longfellow, and F. B. Collier. Daniel Webster paid his second term's tuition at Dartmouth, by acting as local agent in Merrimac County, New Hampshire, for De Tocqueville's "America." Bret Harte was a book agent for one year. After his resignation from the army General Grant became a general agent of Putnam's to dispose of Irving's "Columbus." Rutherford B. Hayes canvassed southern Ohio for Baxter's "Lives of the Saints." James G. Blaine was once a canvasser for a book called "Life of Henry Clay, the Mill Boy of the Slashes."

The people's thirst for knowledge and education and their ignorance of book values caused "enterprising" persons to start selling other types of books. It was possible to sell any type. People eager for reading had not learned to discriminate between the works of great authors and those of inferior or worthless writers. Many of these later books were made twice the necessary size, bound in gorgeous bindings, often in very poor taste, and printed on thick, cheap paper. The woodcuts were worse than nothing. Such a book usually sold for about \$5.00, whereas the same work in a neat, well-bound moderate sized volume could be obtained through the regular trade for \$1.50. Few persons knew of the low prices and excellent character of the regular booktrade books and so bought these cheaply made quarto volumes thinking they were making excellent purchases. At this time it was actually possible to buy through the regular trade the works of Thomas Carlyle, for 90 cents a volume, of George Eliot, for 75 cents, and of Dickens as low as one pleased.

In addition to the subscription books that were poor because of their cheap manufacture, were also books by unknown authors. Books of a salacious type were also circulated, one of these having the title "The Mysteries of Life in the City of Satan." Among the favorite subjects for most of the inferior and bad subscription books were books of moral conduct, treatises of life among the Mormons, life in the convents, etiquette, how to get and keep a husband (or a wife), royal path to happiness, the hidden treasure, the golden censer, history of wild men and beasts, and Indian stories. Frequently, these subjects were treated in a highly sensational if not even vicious manner.

In addition to these various subscription books of poor types, were some that were of genuine worth, often sold by educated and cultured men. These were usually art books, encyclopedias or the complete works of noted writers. Usually, however, the complete works of an author were published in large clumsy volumes at a high price. Religious, scientific, and medical works, cook books, legal advisers, social and business forms, biographies, histories, war books, travels, wit and humor, and dictionaries were other types of popular subscription books. Local poets, also, often found this the only way in which their verses could be sold.

The book agent has been one of the most abused personages connected with the business of selling. A subscription book publisher would hire general agents for different sections of the country. These general agents would then do their own hiring of house to house canvassers.

R. C. Barnum of Cleveland was popularly known as the king of book agents. He began as a college student by selling books from house to house during the summer vacations. He enlisted other students as agents for his company. In his lifetime he trained or supervised over 25,000 student book agents. In the year 1921 he was the owner or controlling force in six large book companies.

The publishers had no control over the sales methods after the books left the shop. If unfair methods were reported, the publisher would refer the complainant to the general-agent, who could do as he thought best.

At the close of the Civil War a large number of maimed or crippled veterans acted as book agents. This period of our history might be termed the age of the "sob-story" book agent. If agents did not have a genuine tale of woe to tell (and frequently they did) then they were instructed to invent one. We still have such canvassers today, but for the most part they sell soap, pencils or lace. The "sob-story" was greatly overworked, and eventually our rural people got tired of having their naturally sympathetic natures played on, and so the agents had to resort to new strategies . . .

Then started the age of the instructed book agent. All his speeches were prepared for him by the publishing house or

by the general agent. The psychological approach was very minutely studied so that the sales would not be lost through any wrong move on the part of the agent. The manner in which he approached a door, the distance he stepped back from the screen door when the lady appeared, the way he presented his speech, how he handled his order blank, the manner in which he closed a sale; all of these points were studied. All the possible ways in which maids could be induced to let an agent into a house were also studied. Secret pockets were made in the inside of the agent's coat to carry his prospectus. One general agent devised the scheme of having agents carry canes when they visited the homes of the well-to-do. By the year 1901 the new type of book agent could be described as one who was well-dressed, carried his stock in a suitcase (or carried only a prospectus) was above the average in education, and whose earnings varied from \$3,000 to \$12,000 a year. A more conservative estimate in 1912 was \$4,000 to \$5,000 a year for the really good agents and \$2,000 to \$4,000 for the others.

In 1896 the Book Agents' Independent Protective Association was organized in New York City for the purpose of securing uniform rates of commission from publishers of weekly continued story-books and pamphlets. There were about 800 such agents in New York City.

In 1901 a publisher, writing in the *World's Work* predicted that the old type of bookseller had gone for good, that new sociological conditions and greater prosperity would cause new methods of sale to be developed and new markets discovered particularly in foreign countries.

Let us now briefly consider some of the outstanding subscription publishers and some of their important books. Hartford, Cincinnati, Philadelphia, and Chicago were

the chief centers for the publication of subscription books. Hartford was an important center during the Civil War period. From 1861-68 about thirty subscription sets were published by 14 Hartford firms. These yielded a return of \$5,000,000. About 10,000 book agents were used in selling 1,426,000 copies.

Some of the works of S. G. Goodrich, popularly known as Peter Parley, were published as subscription books about 1850. Among these was his "Illustrated Natural History of the Animal Kingdom."

One method of selling expensive sets of subscription books was to accept a first payment upon the entire set of books and then monthly payments until the set was paid for. The book publishers have discovered that the public can be trusted, but this was not generally believed in the middle of the nineteenth century. Expensive sets were often sold in parts and each part was paid for as it arrived. A part consisted of 24 to 48 pages in paper covers. Then the binding order was solicited. This method, however, proved expensive and troublesome. The firm of Estes and Lauriat of Boston was one of the leading subscription firms that sold its books in parts. Their "Masterpieces of Modern German Art" was sold in 25 parts. The well-known art book "Picturesque America" was an Appleton work sold in this manner. "Picturesque Europe," "Picturesque Palestine," "American Cyclopedia and American Annual Cyclopedia" were other noteworthy subscription books published by Appleton. "The American Cyclopedia" was completed in 1876 at a total cost of \$500,000. The revised edition had reached a sale of 1,500,000 volumes (not sets) by 1884 at an average price of \$6.00 a volume. In 1872 Appleton offered a complete edition of Cooper in many styles of binding suited for all types of pocketbooks.

Mr. O'Harra's history of bookselling in the United States from 1860 to 1901 will be continued in the next issue with the second half of this chapter on subscription books and their publishers

Changes in Price

CHARLES SCRIBNER'S SONS

Brownell's "Genius of Style," "American Prose Writers," "Victorian Prose Writers," "French Art," and "French Traits," each from \$2.00 to \$2.50, effective May 6th.

\$15,000 Fire in Head's Bookshop

AN EARLY morning fire in Head's famous old bookshop at 21 Broadway, New Haven, last week destroyed a collection of rare books worth \$11,000 and caused damage to the building to the extent of \$5,000. Fire Marshal Fleming blamed a cigarette discarded by one of a trio of booklovers who were discussing old documents in the shop to a late hour the night before. Fortunately the large part of the store's rarest books were in a protected portion of the second floor and were unharmed. Head's Bookshop has one of the finest old book collections in Connecticut. It was the Mecca of Yale students and local bibliophiles.

Communications

FINDS CHECK WORTHLESS

Bigelow, Brown and Co., Inc.,
286 Fifth Avenue,
New York.
May 1, 1929

Editor, *Publishers' Weekly*:

You may think it proper to advise the trade that on March 20, A. L. Cadwell doing business as Cadwell's Book Store of Toledo, Ohio, sent us a worthless check for \$26.00 in payment for books ordered which were duly shipped.

The check was returned as worthless with protest charges and although we have written Cadwell on April 2, and again on April 18, no attention has been paid to our letters and it is evidently a clear case of intent to defraud.

BIGELOW, BROWN AND CO., INC.
C. C. BIGELOW.

ACTIVE BOOK THIEF

Higbee Book Shop,
Euclid Ave. at 13th St.
Cleveland, Ohio
April 29, 1929

Editor, *Publishers' Weekly*:

On April 27 a book thief was caught here who is apparently an old hand at the game and against whom I feel booksellers ought

to be warned. He stole a copy of the limited edition of "The Buck in the Snow" which was missed immediately after he left our shop. The other booksellers in town were notified and it was learned that the thief had gone immediately to Mr. Korner, who asked him to return at three o'clock that afternoon. In the meantime arrangements were made for catching the man, and due to the work of Mr. Korner the thief was caught at his store by two detectives when he tried to run away.

His name is Harry Meyers and he gives his home as Cincinnati. He is about five feet ten in height, of medium build, thin face and swarthy complexion. He was fairly well dressed but appeared slightly shabby. He has a good knowledge of books, particularly Americana, and says that he was formerly in the business.

The judge gave Meyers thirty days and a small fine, so he will be at large again shortly. Booksellers will do well to be on the lookout for him.

Very truly,
MARSHALL MCCLINTOCK.

CORRECTING A FALSE IMPRESSION

Presbyterian Board of Christian Education
Witherspoon Building,
Philadelphia, Pa.,
May 4, 1929

Editor, *Publishers' Weekly*:

In your issue of April 20 under the heading "Business Notes," you have printed an entirely erroneous comment regarding our former branch in Cincinnati. Apparently, Mr. Smith is endeavoring to capitalize on something that is not his and never can be. We sold the property to an investor. We placed our Westminster Press materials in a Presbyterian section in the Methodist Book Concern on Plum Street. In liquidating our remaining stock Mr. Smith bought the odds and ends, and also bought our fixtures. Then he rented the space from the investor who had bought the property. Not by the wildest stretch of the imagination could it be inferred that he had bought our business.

Will you kindly correct this item, inasmuch as it sets us in a wrong light with our entire constituents?

Very truly yours,
OSCAR M. MILLER.

Obituary Notes

SHAW OF WAYNE

GRAHAM SHAW of the firm of Field & Shaw of Wayne, Pa., died on April 13th. The business has been one of growing importance in the suburbs of Philadelphia, where Mr. Shaw was an active member of the Main Line Booksellers' Association, in which he had taken a special interest. His son, Edward Field Shaw, will carry on the business, having recently left life on the high seas to take up retailing. He attended the Columbia bookselling course two years ago and has been active like his father in the Main Line Booksellers' Association.

GEORGE F. WARTON

George F. Warton, one of the best known figures in subscription bookselling in this country, died on April 27th in New Orleans. He had been in the business for many years and through all its transformation had continued to find a good outlet in his territory for standard sets of every kind.

THOMAS E. LONGWORTH

Thomas E. Longworth, dealer in old and rare books under the name of Longworth's Book Shop, committed suicide on April 27th. A year ago he had purchased the business of C. W. Treat.

EDMUND M. WHITE

E. M. White, for forty-three years a bookseller and stationer in Davenport, Iowa, died at his home in that city on March 19th. Mr. White was seventy years old at the time of his death.

Business Notes

NEW YORK CITY.—The Allerton Book and Stationery Company has been opened at 679-B Allerton Avenue, the Bronx, by Messrs. Grohar and Mendelsohn. A general stock and circulating library are carried.

NEW YORK CITY.—The Mactow Company, Inc., at 256 Fifth Avenue, carries a small stock of fiction and biography in addition to a circulating library. J. H. Manheimer is in charge.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

May—"A Preface to Morals" by Walter Lippman. *Macmillan*.

June—"All Quiet on the Western Front" by Erich Maria Remarque. *Little, Brown*.

THE LITERARY GUILD

May—"On the Bottom" by Commander Edward Ellsberg. *Dodd, Mead*.

June—"Little Caesar" by W. R. Burnett. *Dial*.

POETRY CLAN

"Lost City" by Marion Strobel. *Houghton*.

"The Long Leash" by Jessica Nelson North. *Houghton*.

FREETHOUGHT BOOK CLUB

April—"The Story of Superstition" by Phillip F. Waterman. *Knopf*.

May—"While Peter Sleeps" by E. Boyd Barrett. *Ives Washburn*.

BOOK LEAGUE OF AMERICA

April—"The Problems of Instinct and Intelligence" by Major R. W. C. Hingston. *Macmillan*.

May—"Louis XIV in Love and War" by Sisley Huddleston. *Harper*.

CATHOLIC BOOK CLUB, INC. (NEW YORK)

April—"Shackles of the Free" by Mary Grace Ashton. *Stokes*.

May—"The Secret of the Curé D'Ars" by Henri Gheon. *Longmans*.

THE RELIGIOUS BOOK CLUB

March—"Our Economic Morality" by Harry F. Ward. *Macmillan*.

April—"Unravelling the Book of Books" by E. R. Trattner. *Scribner*.

DETECTIVE STORY CLUB

April—"The Strange Disappearance of Mary Young" by Milton Propper. *Harper*.

May—"Murder by the Clock" by Rufus King. *Crime Club*.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Aspley, John Cameron

Intensive sales management; a survey of methods and practices found most effective by leading concerns in two hundred and fifty different lines of business. 273p. il., maps, diagrs. D [c.'29] Chic., Dartnell Corp., 1801 Leland Ave. fab. \$3.75

Augustine, Charles, D.D.

A commentary on the new code of canon law; v. 3, Religious and laymen; 4th ed., rev. and enl. 554p. O '29 St. Louis, Mo., B. Herder \$2.50

Bahr, Fritz

Fritz Bahr's commercial floriculture; a practical manual for the retail grower; 3rd. (rev.) ed. 615p. il. O [c.'22-'29] N. Y., A. T. De La Mare fab. \$5.50

Baker, Mrs. Aleta Blanche

The luminous doctrine of the spiritual heart, which leads man to the radiant mind of God the Father. 115p. D c. Bost., Author, 440 Stuart St. \$2

Baldwin, Alice Blackwood (Mrs. Frank D. Baldwin)

Memoirs of the late Frank D. Baldwin, Major-General, U.S.A. 219p. il. O c. Los Angeles, Wetzel Pub. Co.

\$4.50; autographed ed. \$7.50

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Stephen, A. M.

The gleaming archway. 300p. D ['29] Toronto, Ont., J. M. Dent & Sons, 224 Bloor St. W. \$2

Romance, adventure and drama keep a group of English-Canadians on the west coast at a high pitch of excitement.

Stewart, Donald Ogden

Perfect behavior; a parody outline of etiquette. 227p. il. O (Star bks.) [c.'22] Garden City, N. Y., Garden City Pub. Co. \$1

Stimson, Frederic Jesup [J. S. of Dale, pseud.]

The western way; the accomplishment and future of modern democracy. 399p. (2p. bibl.) O '29 c. '09, '29 N. Y., Scribner \$3.50

The accomplishments of present democracies, the political issues most affecting them, and into what they are growing.

Stone, Elinore Cowan

The laughingest lady. 329p. D (Popular copyrights) [c.'24-'27] N. Y., Grosset 75 c.

Reed, Alfred Z.

Review of legal education in the United States and Canada for the year 1928. 51p. (bibl.) O '29 N. Y., Carnegie Found. for the Advancement of Teaching, 522 Fifth Ave. pap. gratis

Reiblich, G. Kenneth

A study of judicial administration in the state of Maryland. 155p. (bibl. footnotes) O (Johns Hopkins Univ. studies in hist'l and political science, ser. 47, no. 2) c. Balt., Johns Hopkins Press pap. \$1.50

Richardson, Emory Aaron, "Big Rich," pseud.

Hoosier hollyhocks and other poems. 122p. il. S '28 Evansville, Ind., Burkett-Walton Co. \$1

Sellew, Walter Ashbel

Obligations of civilization to Christianity, or, The influence of Christianity upon civilization. 58p. front. (por.) T [c.'28] Chic., Light and Life Press, 1132 Washington Blvd. pap. 25 c.

Sixty educational books of 1928. 4p. Q '29 Chic., Amer. Lib. Ass'n pap. 15 c.

Smyth, William F.

From Victorian days, lyrics and sonnets. 58p. D '28 Cedar Rapids, Ia., Torch Press apply

Spiro, George

Paris on the barricades; a story of the immortal struggle of the communards of 1871 for the first workers government. 64p. il. D [c.'29] N. Y., Workers Lib. Publishers, 35 E. 125th St. pap. 50 c.

Stickles, Arndt M.

The critical court struggle in Kentucky, 1819-1829. 122p. (bibl. footnotes) map O c. Bowling Green, Ky., College Heights Bk. Store \$1.50; pap. \$1.10

Storey, Dr. Thomas A.

Group hygiene; bk. 4 of a series of publications on hygiene prepared for use by college students. 90p. (bibls.) O c. N. Y., Author, 370 Seventh Ave. pap. \$1.75

Strange, John Stephen

The man who killed Fortescue. 310p. D (Popular copyrights) [c.'28] [N. Y., Grosset] 75 c.

Suckow, Ruth

The odyssey of a nice girl. 364p. D (Novels of distinction) [c.'25] [N. Y.], Grosset \$1

Taylor, Ariel Yvon

Numerology made plain; rev. and enl. ed. 190p. il. diagrs. D [c.'29] Chic., Laird & Lee \$1.50

Tomlinson, Henry Major

Gallions Reach. 283p. il. D (Novels of distinction) [c.'27] [N. Y.], Grosset \$1

Tracy, Louis

The Gleave mystery. 318p. D (Popular copyrights) [c.'26] N. Y., Grosset 75 c.

Troxel, Oliver Leonard

State control of secondary education. 240p. (12p. bibl.) diagrs. D (Univ. research monographs, no. 4) '28 Balt., Warwick & York \$2.50

Tu Fu: wanderer and minstrel under moons of Cathay; tr. by Edna Worthley Underwood and Chi-Hwang Chu [lim. ed.]. 300p. il. S '29 Portland, Me., Mosher Press
bds., \$7.50; de luxe ed., \$35

Uhl, Willis Lemon, ed.

The supervision of secondary subjects. 689p. (bibl.) il. diagr. D (Appleton ser. in supervision and teaching) [c.'29] N. Y., Appleton \$2.40

Walcott, Mary Vaux

North American wild flowers; v. 4 [lim. ed.]. il. (col.) Q '29 Wash., D. C., Smithsonian Inst.
portfolio, \$150, set; de luxe ed., \$500

Wallace, Edgar

The murder book of J. G. Reeder. 308p. D (Crime club) '29 Garden City, N. Y., Doubleday, Doran \$2

Stories of an unusual detective, Mr. Reeder, a kindly old gentleman in appearance, who was, nevertheless, the nemesis of London's worst criminals.

Waller, Bolton C.

Hibernia, or, The future of Ireland. 96p. T (To-day and to-morrow ser.) [n.d.] N. Y., Dutton \$1

Ward, Bertha Evans, ed.

Essays of our day. 427p. (bibl.) D [c.'29] N. Y., Appleton \$1.48

Weed, Margaret, and Weed, Clarence

Over and over stories, new and old; bks. 1 and 2; 2 v. 143p.; 144p. il. (pt. col.) D [c.'29] Phil., Lippincott 60 c. ea.
Familiar fairy tales and other children's stories in the form of readers.

Whitney, Frederick Lamson

The junior college in America. 279p. (2p. bibl.) O (Col. State Teachers College educ. ser., no. 5) ['28] Greeley, Col., Col. State Teachers College \$2.75

Wilder, Thornton Niven

The Cabala; introd. by Herbert Gorman. 243p. S [c.'26, '29] N. Y., Modern Library flex. cl. 95 c.

Williams, Cora Lenore

Adding a new dimension to education. 295p. il. diagrs. D [c.'28] San Francisco, California Press \$2.50

Wilson, George W.

Fifty original cryptogram limericks; rhymes in code. 111p. D [c.'29] N. Y., Sully \$1
The decoded limericks are published in pamphlet form at 10 c.

Writing book of Andres Brun, calligrapher of Sargossa (The); some accounts of his life and work; introd. by Dr. Henry Thomas; note by Stanley Morison. 78p. il. (Pegasus Press pub'n) '29 N. Y., Harcourt linen \$35

Wylie, Elinor Hoyt [Mrs. William Rose Benét]

The Venetian glass nephew. 182p. S (Sun dial lib.) [c.'25] Garden City, N. Y., Garden City Pub. Co. \$1

Yerbury, F. R.

Modern European buildings. 144p. il. O '29 N. Y., Payson & Clarke \$10

Sturgis, G. K., and Sturgis, M. M., comps.

The standard children's day book; no. 1: A complete children's day service composed of playlets, dialogs, songs and pantomimes. 48p. il. O c. '29 Cin., Standard Pub. Co. pap. 25 c.

University of Minnesota

A syllabus of modern European history, 1660-1914; 3rd ed. 47p. (6p. bibl.) O '28 Minn., Univ. of Minn. Press

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Vizetelly, Frank H., ed.

The high school Standard dictionary of the English language; abridged from Funk and Wagnalls new Standard dictionary of the English language; new ed. 902p. il. O '29 N. Y., Funk & Wagnalls apply

Warren, Joseph

Revenge, a novelization of the story by Konrad Bercovici, "The bear tamer's daughter" [photoplay ed.]. 268p. il. D c. '28 N. Y., Grosset 75 c.

Warren, Lee Donald

Isles of opportunity; progress and possibilities in the Philippine Islands. 224p. il. D [c.'28] Wash., D. C., Review & Herald apn

Weems, Mason Locke

Mason Locke Weems, his work and ways; ed. by

Emily Ellsworth Ford Skeel; 3 v. [lim. ed.]. various p. (40p. bibl.) il. (col. fronts.) O '29 Norwood, Mass., Plimpton Press pap. \$125

Whittaker, Harold F., comp.

Transactions of the American Institute of Chemical Engineers; index to vs. 1 to 15. 228p. O '29 N. Y., Van Nostrand \$5

Woodward, Benjamin Tilghman

Diseases and feeding of your dog. 104p. il. D c. '28 N. Y., H. Clay Glover Co., 119 Fifth Ave. gratis

Young, Dale S.

Control of available public school income, with special reference to cities of New York state. 120p. (2p. bibl.) O (Contribs. to educ., no. 305) '28 N. Y., Teachers College, Columbia Univ. apply

[Young, Floyd D.]

Frost and the prevention of frost damage. 62p. il., maps, diagrs. O (U. S. Dept. of Agri., farmers' bull. 1588) ['29] Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 10 c.

Young women and the church: the Westminster guild.

23p. S [n.d.] Phil., Presby. Bd. of Christian Educ. pap. 10 c.

Yeziarska, Anzia

Arrogant beggar. 279p. D (Popular copyrights) [c.'27] [N. Y., Grosset] 75 c.

Yolland, Arthur B.

Hungarian-English and English-Hungarian dictionary; 2nd ed. 1300p. D '29 Milwaukee, Caspar, Krueger, Dory Co. \$7.50

The Hungarian-English part is also sold separately at \$4, and the English-Hungarian at \$6.

Young, Francis Brett, and Armstrong, William

The furnace; a play in four acts. 147p. D '29 N. Y., Knopf bds. \$2.50

A play of the English coal country and in particular of a man whose iron foundry owns his soul.

Young, Gordon Roy

Treasure. 338p. D (Popular copyrights) [c.'26,'28] [N. Y., Grosset] 75 c.

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- Nonesuch edition; v. 1. Shakespeare, W. \$28.50
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 Treasure, Young, G. R. 75 c
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 Tu Fu. \$7.50; \$35.
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Grosset
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Welles Pub. Co.
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Harcourt

Old and Rare Books

Frederick M. Hopkins

AN exhibition of Dickensiana, said to be the greatest ever held in this country, was opened on May 1st in the main exhibition of the New York Public Library. The exhibition was arranged by the library in cooperation with the Dickens Fellowship of New York and contains important loans from some of the greatest public and private collections in America. Every important first edition and many rare and obscure Dickens items are now on view, together with original manuscripts of the great novelist's writings and important literary letters never before assembled on this side of the Atlantic. The exhibition also includes material on Dickens's plays, playbills, portraits and relics.

SELECTIONS from the library of the late George E. Leighton of St. Louis and Edward Goldman of this city, sold April 25 in a single session at the Anderson Galleries, brought \$29,870. The outstanding lot was a D. S. of Thomas Lynch, Jr., Signer of the Declaration of Independence for South Carolina, which brought \$9,500. Other interesting lots included ten original drawings of "The Pay of the Pied Piper" by Aubrey Beardsley, which brought \$210; Lewis Carroll's

"Game of Logic," 1886 and 1887, first and second editions, \$150; John Evelyn's "Sylva," London, 1764, \$30; Thoreau's "Walden," Boston, 1854, first edition, \$115; "Biblia Latina," an illuminated manuscript Bible, thick small 4to, 17th century calf and early 14th century manuscript, \$625; "Evangelica Dominica," a service book executed for the chapel of King Philip II of Spain, a masterpiece of sixteenth century calligraphy, \$525; a collection of 207 illuminated miniatures, large historiated and decorative initials, borders and scrolls, in a folio album, \$2,150; John Lydgate's "Falls of Princes," a fifteenth century manuscript, \$925; a fine copy of the Nuremberg Chronicle, first edition, \$550; Goldsmith's "The Vicar of Wakefield," Philadelphia, 1772, first American edition, \$500; six A.L.S. of Robert Louis Stevenson, written to his father between 1872 and 1886, 27 pp. in all, \$800.

WILBERFORCE EAMES, chief bibliographer of the New York Public Library, has just received the award of the first gold medal granted by the Bibliographical Society of England. The award was transmitted through the British ambassador at Washington and the consul general at

New York. The honor accorded to Mr. Eames, now in his 74th year, did not come as a surprise to scholars, bibliographers and book collectors, for he is internationally known, and in the words of G. F. Bostwick, president of the Bibliographical Society, "the doyen of American bibliographers." This is not the first recognition that has come to Mr. Eames. As far back as 1896 Harvard University bestowed upon him the degree of M. A. and in 1924 Brown and Michigan granted him the degrees of Litt. D. and LL.D. respectively. In the same year his friends published a book of "Bibliographical Essays: a Tribute to Wilberforce Eames," with a foreword by George Parker Winship of Harvard. Mr. Eames is still active and busy completing the work which he began contributing more than forty years ago, entitled "Dictionary of Books Relating to America."

THE undergraduates of both Harvard and Yale have shown a keen interest in book collecting for some years. A collection of rare books is on exhibition, representing treasures owned by undergraduates of Princeton. One of the most important groups includes fifteenth century prayer books and hymnals. Among the old religious books are several excellent examples of careful handwork by the monks before the invention of the printing press. One of the oldest is a complete Book of Canonical Hours, on vellum done in 1420, a quarter of a century before the printing of the Gutenberg Bible, the first book printed from movable type. The borders are beautifully illuminated. Among the first editions on display are volumes of James Boswell, Thomas Hardy, Robert Louis Stevenson, Bernard Shaw, James Branch Cabell and others. Not a few are association copies bearing presentation inscriptions.

DR. CHARLES L. NICHOLS of the American Antiquarian Society, who died last February, contributed a check list of Maine, New Hampshire and Vermont almanacs to the current number of the proceedings of the Society. The location of a copy of each almanac is given, the American Antiquarian Society being given preference. In the case of eighteenth century or very rare almanacs more than one location is given, the additional libraries or

societies including the Library of Congress, Harvard, Boston Public, Maine State, Maine Historical, Massachusetts Historical, New York Public, Yale University, and the private collections of E. S. Phelps, Matt B. Jones and Harold Rugg. Maine almanacs began with Weatherwise's in 1787, calculated for the meridian of Portland; New Hampshire with Ames's "Astronomical Diary" for 1757, and the first Vermont almanac, according to Evans, was "The Vermont Almanac," for 1784. This is an invaluable contribution of careful and thorough bibliography for collectors in this branch of Americana.

IN discussing the vogue of modern first editions among English collectors the *London Times* says: "To judge from the many recent catalogs of modern first editions, it seems likely that most of the novelists of the nineties, and not a few of those who date from the earlier years of the present century, will sooner or later attain to the distinction of being collected. It is too late for the beginner of modest means to start on those novelists who have already arrived, for their first editions run into big figures—Mr. John Galsworthy's 'The Man of Property,' 1906, for instance, has now an auction value of £132; and there are hundreds of instances in which books published within thirty years or so at six shillings are only to be purchased at an outlay of many pounds, with a very considerable advance for such books as have what is called association interest."

MAGGS BROTHERS, of London, has just issued Catalog No. 517, "English Verse and Dramatic Poetry, from Chaucer to the Present Day," a 4to volume, of 449 pages, 1,322 lots, with index, illustrated with many full page facsimiles of title pages, frontispieces, broadsides and manuscripts. There is a copy of the Third Folio of Shakespeare priced at \$18,000, which is \$9,000 less than the record made at the Malmesbury sale, although this is a perfect copy in the original binding. There are hundreds of other interesting and valuable lots covering the entire history of English poetry. One of the marvels of the international rare booktrade today is a series of wonderful catalogs that are being issued by this great London book shop.

THE Sir John Vaughn Papers, acquired by William L. Clements Library of the University of Michigan two years ago have been described at length in a report published by the library. The three volumes which contain these papers are interesting for the light that they shed on a neglected part of the American Revolution—the war in the West Indies. This collection is a part of the papers of Sir John Vaughn, one of the British generals in the Revolution who was appointed general-in-chief of the British Army in the Leeward Islands, arriving at his post in 1780 and staying until the summer of 1781. The report contains a summary and outline of the Vaughn papers, which henceforth will be available to students of the history of the American Revolution, in a field hitherto much neglected.

CATALOG No. 41, "Americana," issued from the department of Americana and Historical Manuscripts of Dauber and Pine Bookshops, Inc., under the management of Charles P. Everitt, should not be overlooked by collectors in this field. This catalog contains 1,910 lots, under many

subdivisions, including items from \$1.50 to \$1,750, all worthwhile to some one interested in some phase of American history. Mr. Everitt has always had the faculty of getting hold of a wide range of Americana of interest to a numerous and far-flung clientele. Apparently he is doing for Dauber and Pine what he has so successfully done before, and his new department, which has been launched so successfully, has a growing stock worth keeping in touch with.

THE first Catholic hymn book engraved in America, Philadelphia, 1787, brought \$460 at the sale of the Parker and Crocker libraries recently at the Anderson Galleries.

Catalogs Received

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